



Welcome to spring,

Along with celebrating the change in season, join us in congratulating our industry friends who have launched new product, won accolades, and are doing their bit to help grow the visitor economy across our region, as highlighted under **Local News**.

Kylie Bushby, our IDM for Southern Tablelands, attended the Agritourism Summit last month. Read on to discover Kylie's impressive list of key takeaways, useful resources and local inspiring initiatives.

The **Grants and Awards** section links to the second round of the Growing Regions Program, which opened this month, along with a grant opportunity funded by nbn, and several awards that are open for nominations. Take advantage of these opportunities, designed to help grow and develop your business and showcase your achievements.

Enjoy the sunshine,

The Destination Southern NSW Team

[Destination Southern NSW](#) | [LinkedIn @DSNSW](#) | info@dsnsw.com.au

PO Box 1025 Goulburn NSW 2580

Banner Image: Underwater Safaris, Narooma | Credit Destination NSW



Destination
Southern NSW

Destination Southern NSW News



Destination NSW and Destination Network representatives at the Agritourism Summit

Destination Southern NSW's Industry Development Manager - Southern Tablelands, Kylie Bushby, recently had the opportunity to attend the [Agritourism Summit in the Southern Highlands](#).

The event was brimming with insights from experienced operators and industry leaders, highlighting the vast and growing opportunities in agritourism. It was a truly inspiring experience that underscored the potential of this sector.

The summit provided practical insights into all aspects of agritourism, including important discussions on branding, biosecurity, insurance coverage, and resources for setting up agritourism businesses.

The summit also showcased case studies of how agritourism can go far beyond traditional farm stays, offering unique and immersive experiences such as workshops, pick your own fruit, on country walking tours, tastings, and farm-to-table dining, including local inspiring initiatives:

- [Moonacres](#) in Robertson, NSW. Stephen Santucci shared the success of building strong relationships with food and community.
- Farm Stays
 - Tori, [Brogers End](#), Kangaroo Valley, NSW
 - Louise Crawford, [Rove Numby](#), Reids Flats, NSW
- Pick your own: Jo-Anne Fahey, [Glen Bernie Orchard](#), Darkes Forest, NSW
- On Farm Workshops: Adam and Fiona Walmsley, [Buena Vista Farm](#), Gerringong, NSW
- Hops, Sunflowers and Tourism connections: Karen Taylor, [Ryefield Hops](#), Bemboka, NSW

A detailed list of takeaways and useful resources is available [here](#).

We're excited to see how the agritourism sector will continue to evolve. For more information on agritourism, visit our [website](#) or contact our team.

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Local News

Discover what's been happening across the tourism industry within the Destination Southern NSW network. To share your **new** product, experience or event, please get in touch with the [Industry Development Manager](#) responsible for your region.



Shredding Mogo Trails | Exploring the NSW South Coast's newest MTB destination | Flow Mountain Bike

Mogo Mountain Bike Trails

The eastern section of Mogo Trails, offering 70+ kms of completed tracks, was opened on Saturday 17 August.

Hundreds of excited riders were onsite to test the tracks, encouraged to help shape the network in the lead up to the full trail network opening in early 2025. Feedback and insights will assist with many aspects of the trails, including navigation, facilities, rideability and challenge levels.

[Eurobodalla Shire Council](#) partnered with [Flow Mountain Bike](#) to showcase Mogo Trails. Check out the video above and learn more about the trails via @mogotrails on [Instagram](#) and [Facebook](#).



Clyde River Bridge, Batemans Bay | Credit Destination NSW

[NSW Small Business Month Expo](#)

Batemans Bay will host a [NSW Small Business Month Expo](#) on Thursday 24 October, offering business owners the chance to network with government agencies and businesses and build relationships to assist with business growth and development.

Thursday 24 October 2024 | 1 - 7 pm
[Batemans Bay Soldiers Club](#)

Register, read the program and find more about exhibits [here](#).



Tourism Manager Position | Goulburn Mulwaree Council

Our friends at Goulburn Mulwaree Council are on the hunt for a Tourism Manager, responsible for strategically managing Council's Tourism function and leading the team in the development of the Visitor Economy, including destination marketing, event development and management and the operations of the Visitor Information Centre.

Find out more and apply [here](#).



Navigate Expeditions Awarded Prestigious Scholarship

Navigate Expeditions, led by Jess Taunton, has been awarded a prestigious scholarship from the Adventure Travel Trade Association (ATTA), the Adventure Travel Conservation Fund (ATCF), and the Jordan Tourism Board. This opportunity, valued at \$7,000 AUD, includes ATTA membership, online learning resources, and attendance at one of their summits. The company is excited about the networking and learning opportunities this scholarship will provide.

Congratulations Jess!!

Find out more [here](#).



MTB Tourism Check In

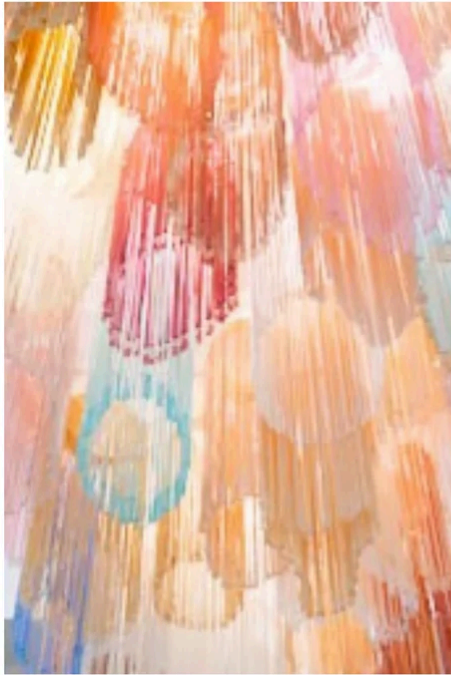
Sapphire Coast & Eurobodalla regions are working together to make sure as many tourism businesses are ready to leverage the ever growing visitor base the Mountain Bike Industry is attracting to the region.

To do this, they have released a [MTB Tourism Check-in survey](#), designed to gather information and the details of operators within the region who are Ride Ready and keen to welcome MTB tourists.

To be Ride Ready a business must be;

- Ready, willing and able to provide a fantastic experience for MTB visitors
- Provide visitors with trail information
- Have access to secure storage such as bike racks, lockable areas, line of sight to parked vehicles
- Provide extra MTB touch points such as portable bike toolkits, bike pumps etc
- Have an ATDW listing

Complete the [survey questions](#) to let the team know your business is Ride Ready so they can include you in marketing opportunities targeted to MTB tourists dreaming of their next holiday!



Goulburn Regional Art Gallery Exhibition

'Echoes'

Image: Hannah Gartside | The Sleepover

Image: Hannah Gartside, The Sleepover (detail), 2018-19, found nighties and slips c.1950-1970, deadstock synthetic fabric c.1970, millinery wire, timber, thread, 670cm x 280cm x 210cm, Photo: Louis Lim, courtesy the artist and Tolarno Galleries, Melbourne.

New Exhibition 'Echoes'

The Goulburn Regional Art Gallery launched a major new exhibition 'Echoes', on Friday 23 August, 6pm.

The exhibition brings together works by eight leading Australian artists who examine the idea of echoes in diverse ways. Spanning neon, textiles, concrete, bronze, painting and photography, many of the works consider physical materials as carriers of memory. The diverse artworks in Echoes evoke the senses and explore the interplay between enduring legacies and ephemeral experiences.

Find out more [here](#).



Chefs Jamie Sverdrupsen, Kaoru Ito and Brett Kryskow | Credit David Rogers Photography

Umi-Ko | Merimbula

Umi-ko, a traditional izakaya, has launched in the heart of Merimbula. Chef Kaoru Ito, originally from Mie, Japan, brings his culinary heritage to Merimbula after years at Mo Vida and Coda in Melbourne. Kaoru is thrilled to share authentic Japanese flavors with the local community, after connecting with Merimbula chefs Jamie Sverdrupsen and Brett Kryskow.

Congratulations Umi-Ko team!

Read more [here](#).

Industry Updates

2024 NSW Visitor Economy Forum

The [NSW Visitor Economy Forum](#) will take place on Thursday 3 October at the ICC Sydney.

The full-day event will provide visitor economy stakeholders with an opportunity to come together, share insights and hear from industry experts to further understand what will shape the year ahead and drive growth in the NSW visitor economy.

Register [here](#).

New Monthly Visitor Mobility Data

A new data resource that provides insights about regional visits has been launched by Tourism Research Australia (TRA).

The resource uses de-identified and aggregated data from several million mobile phones to provide insights on domestic travellers.

Find out more [here](#).

Creative Communities Council

The NSW Government has established a Creative Communities Council to advise on sustainably growing the state's creative industries sector.

The 11 member council has been established to provide advice on delivering the [state's arts, culture and creative industries policy](#).

Find out more [here](#).

Australia's Wine Tourism State

Tourism Research Australia data shows NSW is Australia's top destination for international visitors seeking wine tourism experiences.

NSW welcomed 252,200 international winery visiting travellers, who stayed 9.1 million nights and spent \$1.3 billion during the year ending December 2023.

Find out more [here](#).

Riverina Canola Trail

Destination Southern NSW is super excited to support our Riverina based friends on the official launch of a new brand and website showcasing the richness of the Canola Trail.

The emotive new tourism slogan, "Hello Yellow - Journey to Joy," invites people to break away from the everyday and immerse themselves in the vibrant canola heritage.

Find a slice of happy [here](#).

Cultural Tourism in Regional NSW Report

The Cultural Tourism in Regional NSW Report provides insights into the scale of regional cultural tourism and opportunities to support its development.

Read the full version [here](#), and the summary [here](#).

Grants | Funding | Awards

Government agencies and organisations offer grants, funding and award programs, designed to assist with improving your business or product offering.

Review the latest opportunities below. Click on the 'Grants Search' button below to access the Commonwealth Government's grant finder tool.

Grant Search

Please note that the grant and funding opportunities shared are not administered by Destination Southern NSW. Please refer to the information provided on who to contact for guidance and support for each opportunity.

Destination Southern NSW may be able to provide a Letter of Support (LOS) for your project if it aligns with the [Southern NSW Destination Management Plan \(DMP\)](#).

Letter of Support requests can be made via [this online form](#).

If you have any questions regarding support for your project, please contact the [Industry Development Manager](#) responsible for your region.

Growing Regions Program | Round 2

The second round of the Growing Regions Program, designed to deliver investment in infrastructure across Australia's regional, rural and remote areas is now open.

The program provides funding of between \$500,000 and \$15 million to local government entities and incorporated not-for-profit organisations for capital works projects that will enhance liveability, bolster social cohesion and support local amenity throughout Australia's regions.

Applications close 10 October 2024

Find out more [here](#).

Innovate with nbn Grants Program

The [2024 Innovate with nbn Grants Program](#) aims to help regional based businesses and individuals transform their great ideas into game-changing achievements.

There is \$125,000 in total funding across seven categories – Agriculture, Arts, Education, Health, Indigenous Business, Tourism, and Women in Regional Business – each winner receives \$15,000, with the overall Innovate with nbn® Champion awarded an additional \$20,000 grant.

Applications close 29 September 2024

Find out more [here](#).

Banksia National Sustainability Awards

Individuals, organisations, and initiatives that are making a profound difference in Australia's sustainability landscape are encouraged to enter the Banksia National Sustainability Awards.

The 2024 theme is optimism, celebrating those whose work is creating positive change and inspiring hope for a sustainable future.

Entries close 6 December 2024

Find out more [here](#).

NSW Women of the Year Awards

The NSW Women of the Year Awards celebrate the incredible women and girls improving the lives of people in NSW.

Nominations close 15 September 2024

Find out more [here](#).

Workshops | Webinars | Training

What's new in tourism marketing | Southern Tablelands

Destination Southern NSW invites you to magnify the impact of your promotional campaigns by aligning your work with the Destination NSW 'Feel New' brand, capitalising on the power of the brand's considerable brand equity.

Topics include:

- ◆ Your land of opportunity
- ◆ Destination positioning
- ◆ Creating memorable experiences
- ◆ Case studies from the Destination Southern NSW region
 - ◆ A kickstart to better tourism marketing
 - ◆ Hunting in packs

Sessions:

Queanbeyan | September 9 @ 3:30 pm - 5:30 pm

Bungendore | September 10 @ 9:30 am - 11:30 am

Jugiong | September 17 @ 3:00 pm - 5:00 pm

Boorowa | September 18 @ 10:00 am - 12:00 pm

Taralga | September 24 @ 9:30 am - 11:30 am

Crookwell | September 24 @ 2:30 pm - 4:30 pm

Goulburn | September 25 @ 2:00 pm - 4:00 pm

Murrumbateman | September 26 @ 10.00 am - 2.00 pm

More information and registrations [here](#).

Inbound Strategy Workshop

The Inbound Strategy Workshop is designed to provide visitor economy businesses with the necessary steps to develop and sell export-ready products to international visitors via the inbound travel trade.

Get insights and tips on:
Understanding international markets
Tailoring visitor experiences
How to work with distributors to sell internationally
Business processes, sales tools and steps to get started

Thursday 19 September 2024 | 10:00am - 4:00pm

Online - via Zoom (link will be sent closer to the workshop date)

Find out more and register [here](#).

* Eligibility criteria is listed on the Destination NSW Terms and Conditions.
If you don't meet the eligibility criteria, please contact workshops@dnsw.com.au to discuss if this workshop is relevant for your business.

Win the Grant Workshop | Merimbula

A "Win The Grant" 3-hour, in-person workshop will be held in Merimbula for anyone considering applying for grants or tenders.

Host Natalie Bramble has assisted thousands of not-for-profits, charities and social enterprises, and over 15,500 board members, staff and volunteers to improve their organisations, resulting in increased impact and sustainability.

The workshop will provide the formula for successful grant writing.

Thursday 24th October 2024 | 1:30pm - 4:30pm

[Club Sapphire](#), Merimbula

Cost \$55 per person | Register [here](#)

Acknowledgement of Country

Destination Southern NSW acknowledges the many Aboriginal Nations and Aboriginal People of the Southern NSW region as the traditional carers and custodians of the land that we all now live and work on. We pay our respect to Elders past, present and emerging. Destination Southern NSW values the diversity of this region and works in partnership with local Aboriginal communities to respectfully celebrate and share Aboriginal culture with visitors to the region and also with locals who live here.

Destination Southern NSW Ltd is supported by the NSW Government and Destination NSW



Destination Southern NSW, PO Box 1025, Goulburn, NSW 2580, Australia

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